International Journal of All Research Education and Scientific Methods (IJARESM),
ISSN: 2455-6211, Volume 13, Issue 5, May-2025, Available online at: www.ijaresm.com

Employee Experience and its Impact on Organisational Culture: Insights from the IT Sector of Noida

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ABSTRACT

The study explores the organisational culture within Noida's IT sector, a region recognized globally for its advancements in connectivity and sensor technologies. It delves into how the sector's foundational values, workplace dynamics, and cultural environment impact key performance areas such as innovation, collaboration, and sustainability. By focusing on the internal practices adopted by companies, the study highlights how employee engagement and leadership strategies shape overall organizational effectiveness. A central theme of the research is the role of a strong and adaptable culture in fostering creativity and teamwork. It reveals how companies in this sector are increasingly leveraging inclusive work environments and transparent communication to drive innovation and ensure long-term sustainability. Leadership approaches are also examined, with emphasis on how adaptive leaders influence team dynamics and support continuous improvement across various operational levels. The study further investigates the link between cultural resilience and the sector's global competitiveness. In an industry defined by rapid technological change and fierce competition, the ability of an organization to evolve its cultural framework is seen as critical to maintaining relevance and achieving growth. It finds that businesses prioritizing a values-driven culture and employee-centric policies are better positioned to attract and retain top talent, respond effectively to global demands, and sustain high levels of performance. Ultimately, this research underscores the strategic importance of cultivating a robust organizational culture in Noida's IT sector, demonstrating its impact on innovation capacity, employee satisfaction, and international success.

Keywords: Core Values, Employee Engagement, Innovation, Organisational Culture.

INTRODUCTION

Organisational culture refers to the values, attitudes, and practices that guide employee behaviour and decision-making inside a corporation. A positive culture can promote growth, innovation, and market adaption. Noida's IT Sector, a global giant in connectivity and sensor technologies, has a strong organisational culture that contributes to goal achievement, employee motivation, and competitiveness. This study investigates how the IT Sector's culture influences its success.

The study seeks to investigate the impact of Noida's IT Sector culture on work, creativity, and employee satisfaction. As a worldwide technological leader, the company's culture is critical for responding to change, innovating, and keeping its employees satisfied. The study tries to close the gap by investigating how culture affects performance, creativity, and employee engagement, all of which contribute to the company's success.

REVIEW OF LITERATURE

Bicer (2022) examines the core definitions, perspectives, ideas, and functions of organisational culture (OC) using existing literature. It emphasises that persons are inherently part of a variety of cultures, including national, ethnic, religious, familial, and vocational. We establish assumptions, values, and ideas based on our shared experiences and knowledge, which impact our behaviours, thoughts, and actions. Almost everything we do on a daily basis is built on these principles. Organisations, like people, have personalities. This is known as organisational culture. Leaders establish and promote common values and ideas that define company culture, assisting employees in shaping their attitudes, actions, and understanding of the organization's aims.

According to Serpa (2016),organisational culture refers to a shared style of being, thinking, and acting among a group of coordinated persons who have mutual expectations. It is formed, shared, learnt, and altered throughout time,

bringing predictability to an organisation. It contains attitudes and acts that shape its distinct social and psychological environment. Employees are influenced by the organization's shared values, which guide how they behave, dress, and do their jobs. A variety of factors, including demographics, influence organisational culture.

Shafiq (2014) investigates the effect of organisational culture on organisational performance in several telecom franchises in Bahawalpur. The study seeks to investigate how organisational culture effects performance and how it might potentially improve performance.

According to Selvakumar (2023), a company's culture can have a substantial impact on employee performance because it is shaped by its obstacles and hurdles, as well as the deliberate acts of management and staff members.

Fokina (2020) investigates the use of Western approaches to analyse corporate culture in a construction firm with diverse communication and geographical distances, management and performers' perceptions, and assessment methods. The article presents two types of questionnaires for managers and employees to evaluate company culture components. Pathiranage (2019)investigates the relationship between organisational culture and business performance by reviewing the literature on the issue. It summarises significant research on how organisational culture affects productivity and business performance, eventually leading to business excellence inside a company.

Awadh (2013) in his work seeks to identify and quantify a strong association between organisational culture and performance, since some researchers have discovered a direct relationship between the two.

According to Lejeune (2019), organisational effectiveness is viewed positively in terms of faculty development, social openness, and resource acquisition. It also discovered a substantial relationship between effectiveness and market and adhocracy cultural characteristics, with greater performance linked to the cultural shift caused by certification.

Frazer-Jans (1991) explored the relationship between organisational performance and two organisational culture characteristics, which are emphasised in private sector descriptions and recommendations. Using data from two recent APS surveys, it investigated the relationship between favourable perceptions of organisational success, perceived bureaucracy, and HRM relevance in the public sector.

Parashar (2021) defines workplace culture as an important factor that organisations consciously cultivate and pass on to future generations. To survive and thrive in a competitive world, organisations must strengthen their culture. The culture influences the work done within the firm and has a variety of consequences.

Nneji (2021) seeks to establish a link between organisational culture and performance, emphasising its major impact on organisational procedures, personnel, and performance. It also emphasises the significance of integrating multiple business cultures inside the corporate group structure. The study draws on Nneji's 2021 research and Kenny's 2012 work.

Agrawal (2010) explains that the industrial sector is more cooperative, whereas the IT/ITES businesses are more open and adversarial. The private sector has an open and trustworthy culture, but employees with professional degrees value autonomy, truthfulness, and confrontation more highly. There is no noticeable difference in organisational culture judgements between men and women. In contrast, consultancy places a greater emphasis on authenticity and autonomy in the manufacturing and service industries.

According to Ouchi (2003), organisational culture reflects the basic concerns of organisational sociologists, who want to return to fundamental questions about the nature of organisations and the best approaches to analyse them. This growing field, like anthropology and cognitive psychology, investigates recent theoretical and empirical research and its implications for understanding planned organisational transition.

Roethlisberger(2014)in his research gives excellent theoretical and managerial insights into an intriguing and economically significant work environment, utilising the organisational culture three perspectives paradigm to investigate ambiguities and conflicts in culture effectiveness research findings.

The Indian software business places a high value on culture due to a variety of contextual factors. As businesses age, formal and complex HRM systems become increasingly important.

Despite accepting the limitations of culture, the study emphasises the necessity of sustaining appropriate cultures in knowledge-intensive software organisations, even though it is not directly related to financial performance.

OBJECTIVES OF THE STUDY

To evaluate IT employees' impressions of organisational culture.
To assess the impact of years of experience on organisational culture among IT employees.

RESEARCH METHODOLOGY

The study took a descriptive approach, distributing questionnaires to employees in Noida's IT sector to gauge their impressions of the company's organisational culture, employee engagement, and job satisfaction. The replies were analysed statistically to detect patterns and correlations between factors.

ANALYSIS AND INTERPRETATION

The data was thoroughly entered, collated, and evaluated using appropriate methods to guarantee that the objectives were satisfied.

Table I: Employee ExperiencevsPerceivedImportance of Culture

Experience in Years	N	Mean	SD	F	P
Below 5 years	28	2.6156	.4963		
Between 6 to 10 years	36	2.8945	.3118		
Between 11 to 15 years	30	2.7145	.4602	3.156	0.028
15 years andabove	16	2.8887	.3231		
	110	2.7818	.4149		

The table examines how employees with different levels of experience perceive the importance of organizational culture.The p-value of 0.028 is less than 0.05, indicating a statistically significant difference in the perceived importance of culture among employees with different experience levels.

Table II: Employee Experiencevs Opinion on Supervisor's Encouragement Approach

Experience in Years	N	Mean	SD	F	P
Below 5 years	28	4.1016	0.3185		
Between 6 to10 years	36	4.3371	0.3428	9.482	0.001
Between 11 to 15 years	30	4.0197	0.4526		
15 years and above	16	3.8180	0.2956		
	110	4.1157	0.4018		

The table examines how employees with different levels of experience perceive their supervisor's encouragement approach.The p-value (0.001) is less than 0.05, indicating a statistically significant difference in employees' opinions about their supervisor's encouragement approach across experience levels.

FINDINGS OF THE STUDY

Noida's Information Technology (IT) sector is rapidly emerging as a hub of innovation, driven by a culture that places a strong emphasis on diversity, creativity, and collaboration. In an industry where technological trends evolve quickly, staying competitive requires more than just technical expertise—it demands a dynamic and inclusive work environment that supports the continuous growth and adaptability of its workforce.

Organizations in Noida's IT sector are increasingly focusing on creating workplaces that encourage employee participation and satisfaction. A culture that values open communication, teamwork, and a sense of belonging significantly contributes to increased employee engagement. This, in turn, leads to higher productivity and better performance outcomes. Rather than adhering to rigid hierarchies, many companies foster a flat organizational structure that empowers individuals at all levels to contribute ideas and take initiative.

Leadership plays a crucial role in maintaining this cultural ethos. Executives are not only focused on achieving short-term business targets but are also deeply invested in aligning organizational values with long-term business objectives. This alignment helps create a sense of purpose among employees and drives sustainable growth. Leaders often emphasize the importance of innovation, ethical behavior, and community engagement as integral aspects of their business philosophy.

Moreover, as Noida's IT firms continue to scale and explore emerging technologies such as artificial intelligence, cloud computing, and blockchain, organizational culture remains a cornerstone of their success. Employees appreciate an environment that values encouragement and constructive feedback over criticism. This supportive atmosphere nurtures creativity and resilience, enabling teams to experiment, learn from failures, and continuously improve.

In summary, the IT sector in Noida exemplifies how a strong, values-driven culture can be a catalyst for innovation, employee satisfaction, and business excellence. As companies expand their technological frontiers, maintaining a positive and cohesive organizational culture will be vital to sustaining their competitive edge.

CRUCIAL ELEMENTS OF ORGANISATIONAL CULTURE AT NOIDA'S IT SECTOR

Core Values: The IT sector in Noida is defined by key principles such as honesty, responsibility, teamwork, and innovation, which provide a supportive work environment in which employees collaborate and focus on the company's goals.

Leadership and Communication: Leaders in Noida's IT Sector are expected to serve as role models by showing the company's principles through their actions. Open and transparent communication is essential for employees to exchange ideas and opinions, establishing a strong and cohesive culture.

Innovation and Change: The IT Sector in Noida encourages creativity and innovation among its employees, valuing the company's culture of adapting to new technology and market changes, hence keeping the sector ahead of competitors.
Employee Engagement: The IT sector in Noida prioritises employee well-being and job happiness by establishing a good, supportive atmosphere that increases productivity and overall success.

CONCLUSION

The IT sector can improve its efficiency by cultivating a strong organisational culture, which has various advantages.
Collaboration and Efficiency: The IT sector in Noida develops a strong organisational culture that encourages collaboration, increasing staff productivity and overall effectiveness.

Innovation and Competitiveness: The company's culture of innovation fosters ongoing product and service improvement, maintaining its competitiveness in the rapidly changing technology industry.

Loyalty and Retention: A healthy work environment promotes employee loyalty and retention, resulting in higher job satisfaction and lower turnover rates, which are critical for long-term success.

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